

# **U.S. Libraries** **In** **21<sup>st</sup> Century**

Presenter:  
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Information Resource Officer  
U.S. Dept. of State

# Overview

We will discuss *recent trends* in U.S. libraries. I will also share ideas on how *libraries are gaining significance as community centers / gathering places* offering open-access services 24/7 and promoting e-learning.

# Evolution of Library

## **Then...**

- Book & information repository
- “Guarded” information
- Defined hours of service

**Constant=Civic Institution**

## **Now...**

- Book & information repository
- Community hub
- Collaborative space
- Tech Center
- Maker Space
- Open Access
- 24/7 services

# **Libraries defined by...**

- Policies: Local, Federal, Global Ecosystem
- Place: Physical, Virtual
- People: Customers, staff
- Products: In all relevant formats to deploy set goals

# Policies/guidelines from...

[ALA Press Releases](#)  
[Press Center](#)  
[Press Credential Guidelines](#)  
[Press Kits](#)  
**State of America's Libraries Report 2013**  
[1. Executive Summary](#)  
[2. Introduction](#)  
[3. Public Libraries](#)  
[4. Ebooks and Copyright Issues](#)  
[6. Academic Libraries](#)  
[7. Social Networking](#)  
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## State of America's Libraries Report 2013

Libraries and library staff continue to respond to the needs of their communities, providing key resources as budgets are reduced, speaking out forcefully against book banning attempts and advocating for free access to digital content in libraries, with a keen focus placed on ebook formats. These and other library trends of the past year are detailed in the ALA's 2013 State of America's Libraries Report.

Press release: [State of America's Libraries Report 2013](#)

[Zmags version of the report at American Libraries Magazine](#)

[2013 State of America's Libraries Report \(PDF 10.3 MB\)](#)



[Executive Summary](#)  
[Introduction](#)  
[Public Libraries](#)  
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Reporters should contact:

# State Of U.S. Libraries Report Summary

Driven by economic conditions in the past few years:

- Hard-pressed Americans continue to turn to **their local libraries for help in finding a job or launching their own business.**
- **Computer usage** at public libraries continues to increase.
- Rapid growth in **e-books** demand
- Circulation rising
- Libraries innovating to provide services

# ALA report—Technology Trends...

- **ALA Press Release**
- **NEWS**  
For Immediate Release  
June 21, 2012
- **U.S. libraries strive to provide innovative technology services despite budget cuts**
- **CHICAGO — Strategic vision and careful management have helped U.S. public libraries..., supporting their role as *a lifeline to the technology resources and training essential to full participation in the nation's economy.***
- **More Americans than ever turn to their libraries for *access to essential technology services.***

# ALA report—Technology Trends...

- More than 90 percent of public libraries *offer formal or informal technology training*. More than 36 percent of libraries report increased registration for technology training classes over the previous year.
- In a trend reflecting *the skyrocketing sales of e-readers and tablets*, 76 percent of libraries offer access to e-books, an increase of 9 percent from last year. Additionally, e-readers are available for check-out at 39 percent of libraries.
- 7 percent of libraries have developed smartphone apps.



# Library Role in Community



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## Economic Impact

Business Development  
General Economic Impact  
Job Creation  
Return on investment (ROI)  
Workforce Development

## Educational/Literacy Impact

Add It Up!  
Impact on Reading and Literacy  
Literacy Improvements  
Provider of Critical Youth Literacy Services

## Impact on Community Development

Libraries are open to all and create a common bond to all living in a community.

- [Building a Strong and Vibrant Community](#)
- [Connecting People and Ideas](#)
- [Create and Strengthen Communities](#)
- [Development of Community Identity](#)
- [Enrichment by Personal Learning and Recreation](#)
- [Health](#)
- [Managing Library Services for Equity](#)
- [Providers of Government Information](#)
- [Sense of Ownership](#)
- [Services to New Populations](#)
- [Social Role of the Library](#)
- [Sustaining a Strong Democracy](#)


# Library's Role in Community

- The library profession continues its efforts to make its ranks more accessible to minorities and to *strengthen its outreach* efforts to underserved populations.
- The library evolution goes “beyond merely incorporating technological advances to include rethinking the very core of what *defines a library—a sense of place, of service, and of community*”.

# OCLC Report, 2010



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◀ Reports

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[Geek the Library: A Community Awareness Campaign](#)

[How Libraries Stack Up: 2010](#)

[Online Catalogs: What Users and Librarians Want](#)

[From Awareness to Funding: A Study of](#)

[Membership](#) : [Reports](#) : [Perceptions of Libraries, 2010: Context and Community](#)

## Perceptions of Libraries, 2010: Context and Community

[Share](#)

### Full report now available!

OCLC's newest membership report, *Perceptions of Libraries, 2010*, a sequel to the 2005 *Perceptions of Libraries and Information Resources*, is now available. The new report provides updated information and new insights into information consumers and their online habits, preferences, and perceptions. Particular attention was



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# OCCLC Report Finding, 2010

- Library Brand is 40% books.
- So what is the other 60%:
- “Something else” = virtual presence + programs for global communities+???

**A thriving Community Place???**

# Community Center TO Education Center?

Institute of Museum  
and Library Services

Creating a  
Nation of Learners

Strategic Plan 2012–2016

# Contd...

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<b>Creating a Nation of Learners .....</b>	<b>2</b>
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IMLS Mission .....	4
IMLS Guiding Values .....	4
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<b>IMLS Performance Improvement Model.....</b>	<b>5</b>
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IMLS places the learner at the center and supports engaging experiences in libraries and museums that prepare people to be full participants in their local communities and our global society.	
<b>Strategic Goal #2 .....</b>	<b>12</b>
IMLS promotes museums and libraries as strong community anchors that enhance civic engagement, cultural opportunities, and economic vitality.	
<b>Strategic Goal #3 .....</b>	<b>16</b>
IMLS supports exemplary stewardship of museum and library collections and promotes the use of technology to facilitate discovery of knowledge and cultural heritage.	
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IMLS advises the President and Congress on plans, policies, and activities to sustain and increase public access to information and ideas through libraries and museums	
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IMLS achieves excellence in public management and performs as a model organization through strategic alignment of IMLS resources and prioritization of programmatic activities, maximizing value for the American public.	
<b>Assessment Methodology .....</b>	<b>28</b>

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# IMLS's Public Library Survey



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#### Press Releases

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### Library Visits at Historic High

November 18, 2011

#### FOR IMMEDIATE RELEASE

#### IMLS Press Contacts

202-653-4628

Kevin O'Connell, [koconnell@imls.gov](mailto:koconnell@imls.gov)

Mamie Bittner, [mbittner@imls.gov](mailto:mbittner@imls.gov)

#### Visits Top 1.5 Billion

Washington, DC—The ways in which Americans use libraries changed significantly in the decade ending in 2009 as libraries adapted to meet the evolving needs of their users. These changes are keeping libraries relevant, vibrant places as evidenced by a 24.4% increase in visits per capita in the last ten years, with total visits increasing by nearly 40%. In 2009 (the most recent data available) libraries were visited a record-breaking 1.59 billion times, according to the Institute of Museum and Library Services' (IMLS) report on the FY2009 Public Library Survey (PLS), a census of public libraries in the 50 states, the District of Columbia, and the territories conducted annually by IMLS.



# Some Reasons:

*for people to use the library as a gathering place*

- ***Co-working*** - People who telecommute might want to join others at the library.
- ***Family Education*** – Parents will still need a place to take their children for educational activities.
- ***Socialization*** – People like to socialize. Why not at the library?
- ***Independent Study / Distance Learning*** – If you have ever taken an online class, you know how important it is to get out amongst others like yourself.
- ***Group Projects / Study Groups*** – Teens will need a place to study.



# Computers In Libraries, 2012 (check trends)

## Gaming & Gadgets Petting Zoo

5:30 PM – 7:30 PM

## Thursday Evening Session

### Battle Decks: Dead & Innovative Tech

7:30 PM – 9:00 PM

## General Conference

» **Wednesday, March 21, 2012** » *Welcome and Opening Keynote: Innovation Success Framework*

- » Track A Mobile Trends & Practices
- » Track B Web Presence
- » Track C Inspiring Innovation
- » Track D Navigating Information Overload
- » Track E Content Management
- » Track F Library Issues & Challenges

» **Thursday, March 22, 2012** » *Keynote: Creating Innovative Libraries*

- » Track A EBook Evolution & Revolution
- » Track B User Experience
- » Track C Services with a Twist
- » Track D Enterprise Solutions, Practices & Trends
- » Track E 21st Century Library Systems & Operations
- » Track F Internet@Schools

» **Friday, March 23, 2012** » *Keynote: Creating Inspiring Services: Going Boldly Into the Present*

- » Track A EBook Evolution & Revolution
- » Track B Reaching Out, Engaging & Marketing
- » Track C Imagine, Plan, Manage & Measure
- » Track D Recreating Services
- » Track E Dealing with Data
- » Track F Internet@Schools

» **Government & Special Libraries Streams**

## Post-Conference Workshops

» **Saturday, March 24, 2012**

## Special Event

» **Data Curation: Understanding & Dealing With Research Data**

# Urban library Council ....

Strengthening the public library as an essential part of urban life

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## Research Publications

URBAN LIBRARIES COUNCIL

### CIVIC ENGAGEMENT STEPPING UP TO THE CIVIC ENGAGEMENT CHALLENGE

A new ULC publication, ***Stepping Up to the Civic Engagement Challenge***, makes the case for public libraries as ideal civic engagement leaders. Based on current research, in-depth interviews and discussion highlights from ULC's 2011 *Partners for Success* convening, *Stepping Up to the Civic Engagement Challenge* is intended for a wide and varied audience of library, local government, business, civic and philanthropic leaders looking for sound ideas and effective strategies to advance the promise of citizens working together.

[Click Here for Your Free Online Version.](#)  
[Place Your Order Here.](#)



***Library Leaders Owning Leadership*** is the third monograph in ULC's ongoing series of Leadership Briefs that explores the challenges, responsibilities and expectations of leaders today.

[Click Here for Your Free Online Version.](#)  
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# <http://americanlibrariesmagazine.org/news/0122-2013/public-library-users-want-both-books-and-technology>

**Pew Internet**  
Pew Internet & American Life Project

a project of the  
**Pew Research Center**

SEARCH Libraries

Pew Internet » Libraries

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Released: January 22, 2013



## Library Services in the Digital Age

*Patrons embrace new technologies – and would welcome more. But many still want printed books to hold their central place*

by Kathryn Zickuhr, Lee Rainie and Kristen Purcell

### Summary of findings

The internet has already had a major impact on how people find and access information, and now the rising popularity of e-books is helping [transform](#) Americans' reading habits. In this changing landscape, public libraries are trying to adjust their services to these new realities while still serving the needs of patrons who rely on more traditional resources. In a new survey of Americans' attitudes and expectations for public libraries, the Pew Research Center's Internet & American Life Project finds that many library patrons are eager to see libraries' digital services expand, yet also feel that print books remain important in the digital age.

The availability of free computers and internet access now rivals book lending and reference expertise as a vital service of libraries. In a national survey of Americans

### REPORT MATERIALS

-  [Complete Report](#)
-  [Topline Questionnaire](#)
-  [Methodology](#)
-  [Appendix](#)

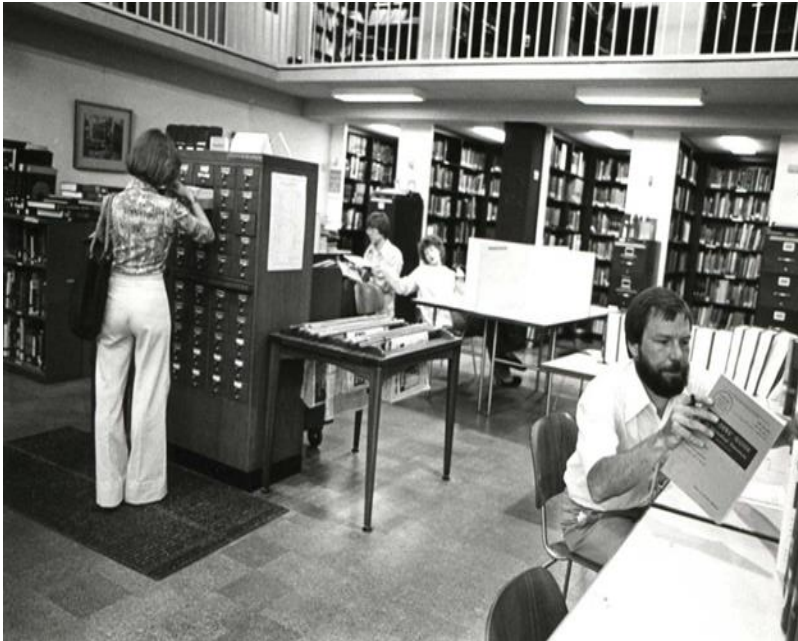
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- Overview
- Part 1: The role of libraries in people's lives and communities
- Part 2: What people do at libraries and library websites
- Part 3: Technology use at libraries
- Part 4: What people want from their libraries
- Part 5: The present and future of libraries
- Methodology
- Appendix

### MORE ON

[Libraries, Demography, Library Use, Reading Habits, Library Users, Digital Libraries](#)

# Library Challenges Today



## **Technology Advances**

**Rapid Exchange of Information (web 2.0)**

**Global Communities with high Expectations**

**Compete amidst changing new economies**

# Ecosystem Libraries Are Operating In

- Current roles to provide products and services to shifting demographics, socio-economic conditions, flat world with 2.0 environment where *"average" is no longer acceptable*.
- Given the accelerating economic, social, and educational changes of the 21st century, today's libraries face dramatic shifts in the populations they serve and the communities in which they operate.

# Libraries competing for \$\$\$

- PL Libraries asked to show ROI, their values, etc.
- But PL offer public goods which are difficult to value... (each product or service is used by several customers and mostly valuation/impact is not immediate), unlike a tangible product.
- Several studies being done which are still not very convincing to funding entities.

# Competing Globally!

- Library NOT the ONLY information provider—competing with global competitors like Google!
- Find the “competitive edge” and “fill in the vacuum”
- Fact based marketing



# Service Philosophy : Excellence is in!





## Focus On: *Customer -- External*

- Comprehend users of today and tomorrow and their needs – surveys, focus groups, research, mingling amongst them, analytics, etc.
- Has ***exponentially*** growing needs. Time is premium. ***Convergence*** “one stop” service point. Has ***abundance*** of choices.
- Present in both ***virtual*** and ***physical*** space.
- “***Inclusion***” of all community segments. Bridge the gap. Offer “***spectrum***” of resources and services.
- Provide ***targeted, relevant, quality*** resources & services. Give “***instant gratification***” + ***engagement***.

# Focus On: *Conducive Environment*

- Physical Space:
  - Inviting. Nurturing. Green.
  - Provide “Social Bliss” – third place, hub, community center,
  - Place “to be” and “be seen” by *all* community segments. “Cool”.
  - Self Serviced.
- Virtual Space
  - Socially networked. Web 2.0 enabled.
  - Ease of navigation. Natural language terminology.

# Maker Spaces / Creative Commons YOUmedia Chicago



# Maker Spaces: IMLS

- <http://www.imls.gov/assets/1/AssetManager/Makerspaces.pdf>
- <http://www.westportlibrary.org/services/maker-space>
- Library Journal Oct. 1, 2012 issue

# Meet User Community Needs

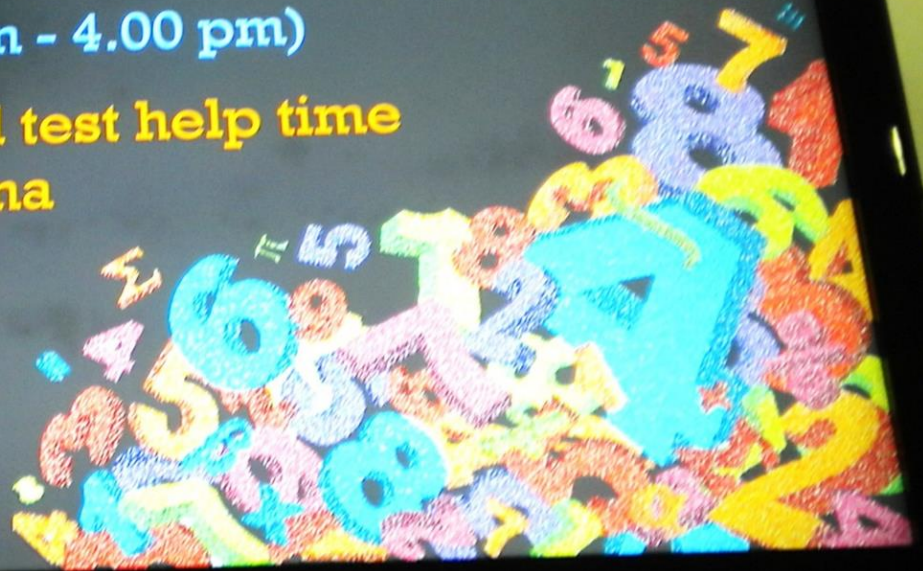
**MATHEMATICIAN IS IN !**

February 25 (2.30 pm - 4.00 pm)

Math homework and test help time  
with Danijela & Jovana



AMERICAN CORNER  
— BELGRADE —





# Color, Light, & Access (children's reading room)



# Library Design: As a Place





# De-Clutter





# Merchandizing Spaces



# Merchandizing Spaces





# Self Service— Minimum Staff Intervention



# Cafes—For those long hours





# Specially for Youth /Teens



# Teen Zones





# Well Defined Areas



# Evolving Libraries Become Hubs for...

Hubs for the community through initiatives like teen spaces, book clubs, computer classes, family game nights, and knitting groups.

The level of interaction was a joy to behold:




Thanks to the wonderful librarians we were able to have the library for an hour before the normal opening time and so could have the use of the staff room for our morning tea - with so much food brought by the Epping group that we were able to leave the staff room supplied with goodies for the next few days. The library was decorated with balloons, knitted flowers and rugs courtesy of Sue, Mani and Deni of the library staff, and Kris and Vida from the Epping group.



# One Stop Shop!

- Job & Career Center
- Partnership with SBA / Chamber of Commerce
- Techmobile & Bookmobile & Book Vending M/Cs
- Teen & Homework Center
- Community Anchor
- Collaborative & Quiet Study Areas
- Meeting Rooms & Reading Rooms
- Club/Community events like gaming, movies, crafts, book clubs, photo & art exhibits and contests, Discussion & debates, travel clubs, cultural festivals.
- QBPL

# QBPL, NYC Array of Programs



**Queens Library**  
*Enrich your life®*

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### Browse By...

- [Nintendo DS](#)
- [Nintendo WII](#)
- [Playstation 2](#)
- [Playstation 3](#)
- [Xbox](#)

## Staff Picks July 2011



### Assassin's Creed II

Format: Playstation 3  
**1 Copy available**  
[Check shelves](#)

Play as Ezio Auditore di Firenze to seek vengeance upon those who have betrayed your family, only to uncover a conspiracy bigger than you could have imagined.

[Login to review](#)

☆☆☆☆☆

# Computer Classes Run To Capacity!

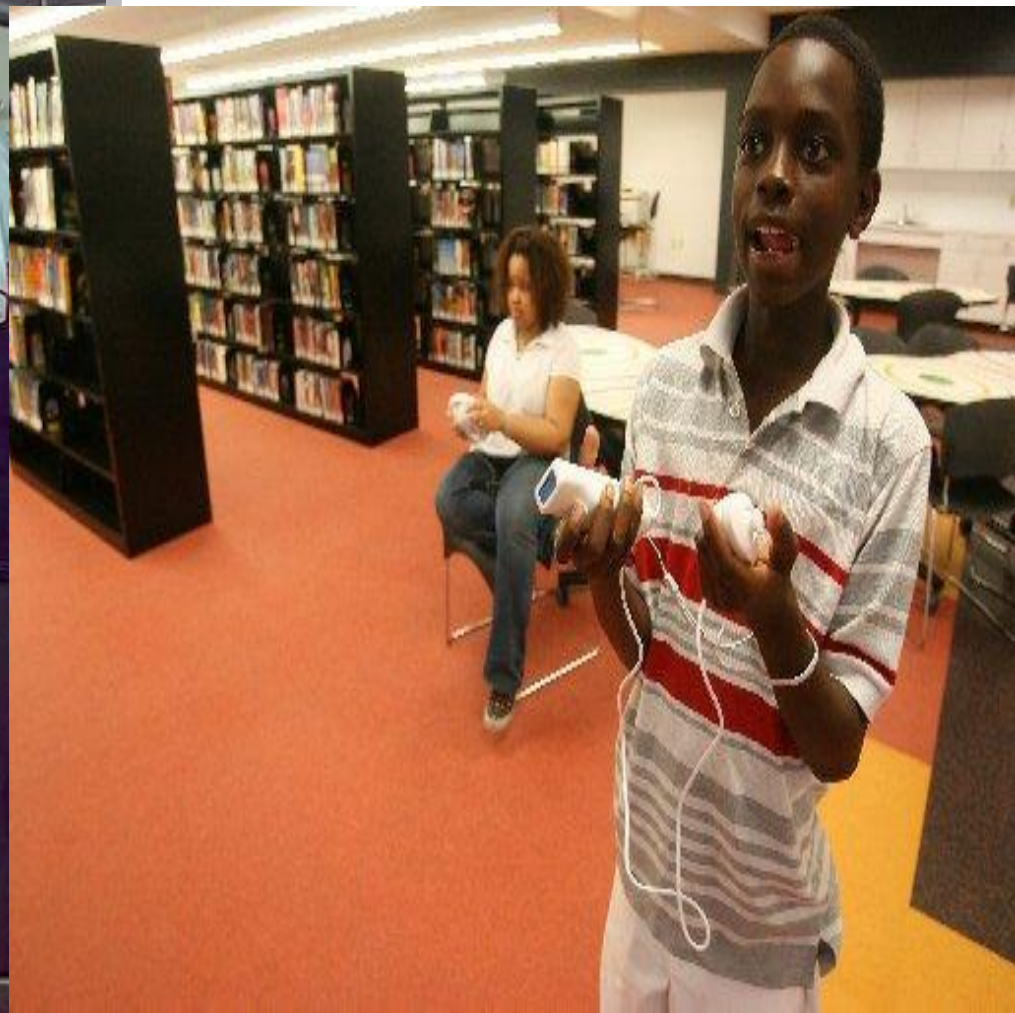


# Meeting Spaces for business, homework: coworking spaces





# Games: Keep Children Safe





# Taking Indoors Outdoors



# Outreach—Innovative Methods

<http://lj.libraryjournal.com/2013/06/library-services/seattle-public-library-puts-books-on-bikes>





# Old Pay Phone Booth as Pop Up Library in NYC!





# Book Vending Machines, 24/7 service





## Book Cum Tech Mobiles

Bookmobile use has surged during the economic downturn. They are being used for outreach especially to rural areas, adult education centers, senior centers, or just where there is no library access.

# Video based services@Brooklyn PL





# Outreach—some innovative tries



# Digital Book Mobile





# Tech-Mobile Interior



# Digital Mobiles





# Just Be Out There!





# Seems Familiar? Today's customer!



# Tablets—E-Learning Enabling Resources

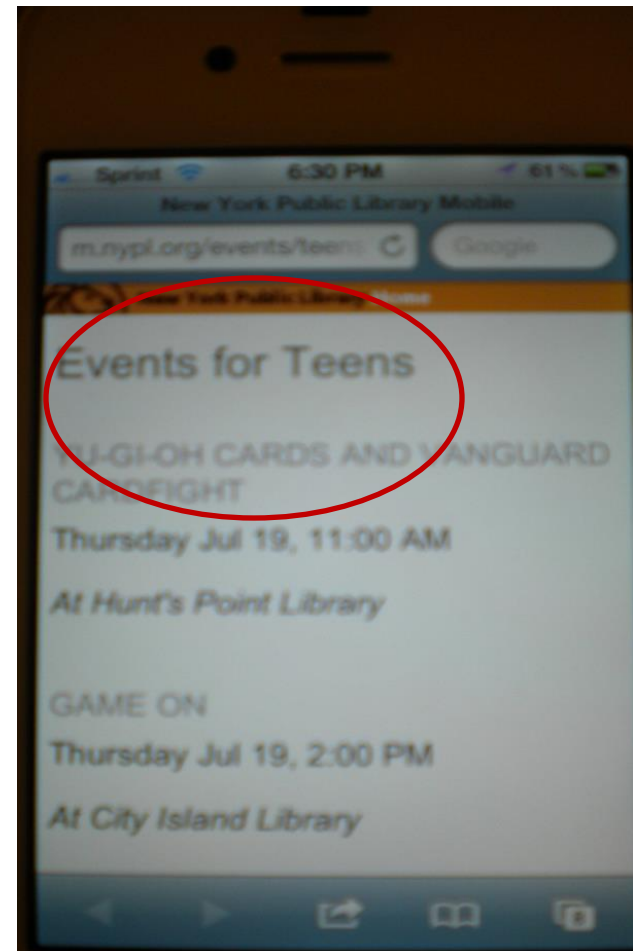
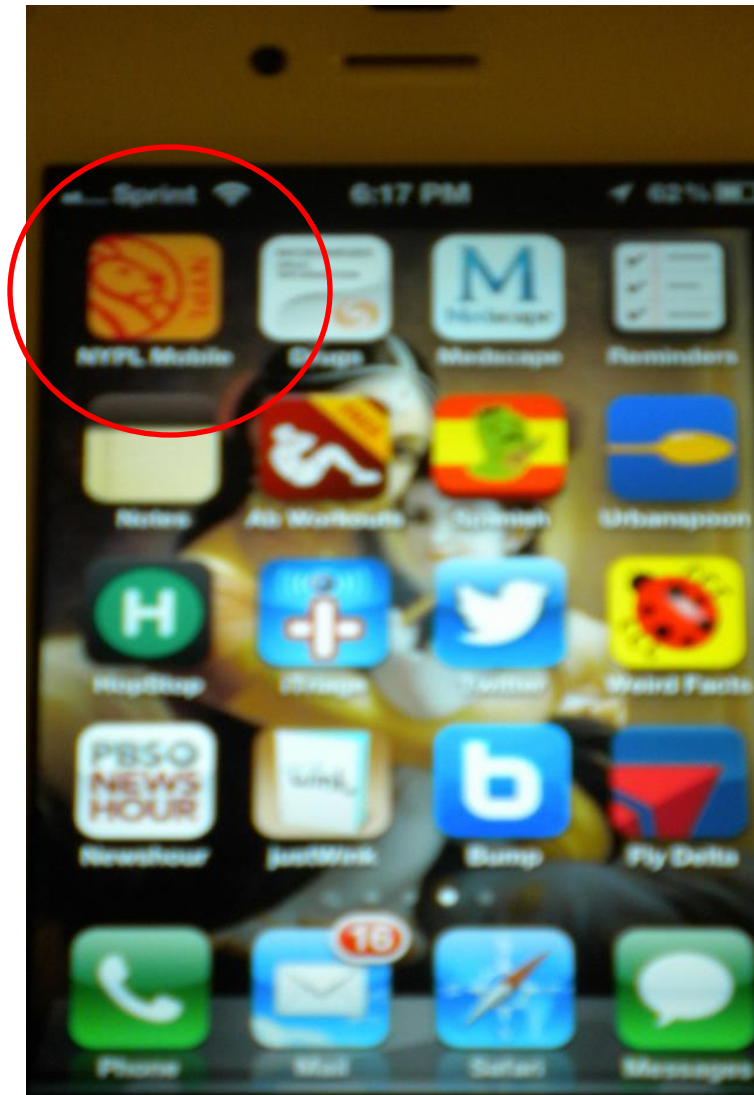


## **E-Learning/Literacy Context**

New US technologies of Kindle, iPads, Nook, and iPhone are widely enabling tools that make it very easy to 'consume' electronic content in the form of eBooks, blogs, cook books, travel guides, music videos, games, training webinars, etc.

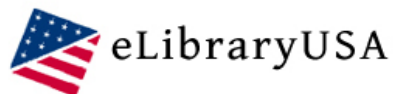
With the advent of new technology, authors can now learn to self-publish, at little to no cost, and meet the increased content demand with matching supply of eBooks.

# Mobile Content Delivery





# Free Online Database Access to all



Primo Search

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## All Resources

### [A to Z Guide to eLibraryUSA Journals](#)

A complete list of all the journals that can be searched using the eLibraryUSA search box. Articles in these journals can be accessed at Information Resource Centers, American Corners, and Binational Centers, or by using a password.

[Quick Guide](#)

### [Academic OneFile](#)

This database provides access to over 42 million journal articles going back to 1980. It focuses on the subjects of physical sciences, technology, medicine, social sciences, the arts, theology, and literature

[Quick Guide](#)

### [BookFlix](#)

An interactive literacy resource geared for early readers, reluctant readers, and English Language Learners. A collection of 95 fictional video storybooks from Weston Woods with nonfiction eBooks from Scholastic, including 25 Spanish language versions.


Interactive reading features include read-along option, definitions and narrated text, author biographies, web links, and resources for educators.

[Quick Guide](#)

### [Business Source Premier](#)

Business Source Premier is the industry's most used business research database, providing full text for more than 2,300 journals, including full text for more than 1,100 peer-reviewed titles. This database provides full text back to 1886, and searchable cited references back to 1998.

## Resources

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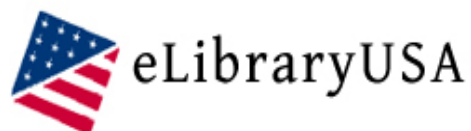
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eLibraryUSA



6,282 people like eLibraryUSA.

[Quick Guide](#)**Library, Information Science & Technology Abstracts**

This resource indexes more than 600 core journals, nearly 50 priority journals, plus books, research reports and proceedings. Subject coverage includes librarianship, classification, cataloging, online information retrieval, information management and more. Coverage in the database extends back as far as the mid-1960s.

[Quick Guide](#)**Literature Resource Center**

Literature Resource Center is a comprehensive database on literary topics, authors, and their works. Includes full-text scholarly articles from more than 360 academic journals and literary magazines, full text of thousands of poems and short stories published in contemporary journals and magazines, and book reviews and biographical essays.

[Quick Guide](#)**LitFinder**

LitFinder is a repository of full-text literary works, including around 150,000 poems, short stories, plays and speeches.



## And Now...

### Librarian Skills For 21<sup>st</sup> Century

- 21st century challenges for Librarians require them to –
- be **visionary leaders** with a strong commitment to public service.
- have “**people skills**” to motivate their employees, build partnerships, and communicate with their customers.
- have **management skills** to deliver optimum results with limited/shrinking resources

# Changing roles and demands...an ad

Library seeks an energetic , ***creative and tech-savvy*** individual for our Youth Services Librarian position. ....engaging ongoing youth programs, coordinating the summer reading program, youth collection development...–related ***web pages, publicity*** and outreach with the local schools. ...The candidate should also be ***comfortable with technology and have experience with the library use of social media, web design, gaming, computers and mobile technologies.***

# **More from ALA...skills required**

Finally a recognition from ALA that librarians be trained in management skills.

Offered “MBA for Librarians” at annual conference last year in several narrower subjects like:

- Strategic Planning
- Administration & Leadership
- Marketing & Advocacy
- Budgeting and Finance
- Statistics (& reporting)

# **Core Competencies Required**

- Leading Change
- Leading People
- Results Driven
- Business Acumen
- Building Coalitions

# **21st Century Skills Framework –** **Adapted for Libraries**

## **LEARNING AND INNOVATION SKILLS**

- Critical Thinking and Problem Solving
- Creativity and Innovation
- Communication and Collaboration
- Visual Literacy
- Cross-Disciplinary Thinking



# **21st Century Skills Framework –** **Adapted for Libraries**

## **INFORMATION, MEDIA, AND TECHNOLOGY SKILLS**

- Information Literacy
- Media Literacy
- Information, Communications and Technology (ICT) Literacy

# **21st Century Skills Framework –** **Adapted for Libraries**

## **LIFE AND CAREER SKILLS**

- Flexibility and Adaptability
- Initiative and Self-Direction
- Social and Cross-Cultural Skills
- Productivity and Accountability
- Leadership and Responsibility

# **21st Century Skills Framework –** **Adapted for Libraries**

## **21ST CENTURY THEMES**

- Global Awareness
- Financial, Economic, Business, and Entrepreneurial Literacy
- Civic Literacy
- Health Literacy
- Environmental Literacy

# Super Librarian of 21st Century...

- Constant adapter
- Social Scientist / Economist
- Trends and Financial Analyst
- Media Expert –news, photos, social media
- Tech wiz
- Multi faceted
- Outreach expert/PR expert/Marketing genius





# Future of Libraries

- “House of Books” to “Third Place” to “Community Center” to “***Place of Social Bliss***”
- ***One Stop Shop***, congregation of Services
- “***Omnipresent***” , Book mobiles, Tech Mobiles, on Mobile Platforms, digital (e-readers)
- Books By Mail, Book Vending Machines
- ***Facilitator*** in connecting & expanding quality knowledge by available methods/formats (ebay)

# User Services: Library Service Philosophy

Provide *user-centric*, *high quality* resources and services to meet the *exponentially growing* recreational & knowledge needs of the *globally networked* current, potential, and future *diverse community user* in a *conductive environment*.

# Conclusion

- ***We are operating in an exponentially changing world And will have to *evolve constantly* to stay relevant***
- Improve ***Market Share in “Information Industry”***
- Libraries will *continue to evolve* to meet the changing needs of their customers and environment they operate in
- **Librarians facilitate in “Opening Gates of Information”**